# **Simple Correlation and Regression analysis**



#### Simple Correlation and Regression Analysis

- > The relationship between the two variables such that change in the value of one variable, makes a change in the value Of the other variable is known as the correlation.
- + The measure of the degree of correlation between the two variables is known as the correlation coefficient.
- \* Types of correlation:
  - 1. Positive and Negative Correlation
  - 2. Linear and non-linear correlation
  - 3. Simple, multiple and partial Correlation.
- \* Methods of studying correlation:

  - 2. Karl Pearson's correlation coefficient
  - 3. Spearman's Rank cornelation

	9t is also known as Pearson's Correlation coefficient.
	the opening the property of the property of the party of
-	r = Cov(x, y)
	Tvarx Ivary
	Note that is also called pearson's coefficient of
	Correlation.
	Properties of correlation Coefficient:
	1. The value of r has no unit.
-	
	2. Its formula is symmetrical: Try = Tyx
	The second secon
•	3. It is independent of the change of origin: Txy=TUV
	where.
4	U = X-A
	V= Y-B and A.B = Assumed means
	u. gt is independent of the change of scale: Try = Yuv
	, 0
	where,
	u: <u>x-A</u>
	n
	V = Y-B and h, k = constants
	K .

- · 5. 9ts Values lies between -1 to 1 i.e -1 = r = 1
  - 6. If r=1, there is perfect positive relationship

    If r=-1, there is perfect negative relationship

    If r=0, there is no correlation at all.
- 7. It is the geometric mean between two regression coefficient i.e r= | bxy. byx

Computing coefficient of correlation:

(i) When deviations from actual mean are used:

(ii) When actual data are used: Direct method

$$r = \frac{n \leq x \gamma - \epsilon x \cdot \epsilon \gamma}{\left[n \leq x^2 - (\epsilon x)^2\right] \left[n \leq \gamma^2 - (\epsilon y)^2\right]}$$

$$R$$

$$r = \frac{n \leq x \gamma - \epsilon x \cdot \epsilon \gamma}{\left[n \leq x^2 - (\epsilon x)^2\right] \left[n \leq \gamma^2 - (\epsilon y)^2\right]}$$

(iii) When deviations from assumed mean are used

Where.

A.g = Assumed means

(iv) When Step-deviations are used

Where.

K

h. K = Common factors

#### \* Probable Error

Probable error of the correlation coefficient denoted by P.E. is the measure of testing the keliability of the calculated value of r.

$$P. E = 0.6745 \times \frac{1-r^2}{\sqrt{n}}$$

#### Note:

i. If r > 6 P.E , it is insignificant.

#### \* Correlation coefficient of bi-variate distribution.

- > The distribution in which the values of two variables X and Y are grouped and the frequencies of different groups are given is known as "Bivariate frequency table" or "correlation table"
- is computed by the following formula:

$$r = \frac{N \leq f u v - \leq f u \cdot \leq f v}{\sqrt{N \leq f u^2 - (\leq f u)^2}} \sqrt{N \leq f v^2 - (\leq f v)^2}$$

where,

N= Potan frequency, U= X-A, V= Y-B

#### \* Rank Correlation:

The degree of relationship between two vocables with respect to their respective tanks is known as "Rank Correlation coefficient"

$$R = 1 - \frac{6 \le d^2}{n(n^2 - 1)}$$

Where,

n = no. of pair of observations

Note: The value of R lies between -1 and +1.

Repeated Ranks

$$R = 1 - 6 \left[ \leq d^2 + \frac{m_1 (m_1^2 - 1)}{12} + \frac{m_2 (m_2^2 - 1)}{12} + \cdots \right]$$

$$n(n^2 - 1)$$

#### \* Regression Analysis

- + gt is a statistical device, with the help of which. we can estimate or predict the value of one variable when the value of other variable is known.
- > The unknown variable which we have to predict is called dependent variable and the variable whose value is known is called independent variable.

- + The analysis used to describe the average relationship between two vousiables is known as simple linear regression analysis.
  - · Regression of X on Y
  - · Regression. of Y on X

Regression equation and regression coefficient:

a) The Legression equation of Y on X which is used to describe the variation in the value of Y for given Change in the value of X.

Equation:

where.

OR.

$$byx = \frac{n \leq uv - \leq u \cdot \leq v}{n \leq u^2 - (\leq u)^2}$$

(b) The regression equation of X on Y which is used to describe the travation in the value of X for given change in the value of Y.

Equation.

where.

Hote:

The correlation coefficient is the square koot of the product of the two regression coefficient i.e

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	1,	C	alculat	ion pl	- Pear	ression	- 34.7	4 9			-
Ageo	f Husbo		20-30	30-40	_		60-7	0 11- 4	-45	1- Y-	40
	d-value		25	35	45=/		65		10	1	0
Age of		Nu	-2	-1	0	1	2	F	fv	fv2	fuv
hives	(Y)	V	may 21	44. ST	250	. m %.	1184	a -er			
15-25	20	-2	20	18	0	_	-				
	,	1.5	5	9	3	-	-	17	-34	68	38
25-35	30	-1		10	0	-2		3 July 19	P.	1/	
	72	25	-	10	25	2		37	-37	37	8
35-45	B=40	Ö		0	0	0					150
	_	· or	-	1	12	2	-	15	10	0	0
45-55	50	1			0	16	1(	2	1 10 10		1
	2		-	-	4	16.	5	25	25	25	26
55-65	60	2	1.		- W	8	8	21,00	15-		
			-	-	- 11	4	2	6	12	24	16
		f	5	20	44	24	7	N= 100	=-34	=154	2 \$ 8 8
		FU"	-10	-20	0	24	14	Efu = 8	0.1		700
		£02	20	20	0	24	28	2fu2 92	1		-
	32	ton	20	28	0.	22	T8	2fuv=88	4	00	-
				201	10000	-5.0 LO	4			P	

## Estimation of Age of wife. X = 75 Years . Y=? The regression equation of Y on X is given by: Y- 7 = px (x-x) Y- 36.6 = 0.993 (x-45.8) 7 = 7 0.993X-45.494 + 36.6 is the required Equation. . Y= -8.8794 + 0.993X Working Notes: = 45.8 $b_{yx} = \frac{N \xi f u v - \xi f u \cdot \xi f v}{N \xi f u^2 - (\xi f u)^2} \frac{x}{h}$ 100 x 92 - (8)2 X 10 = 0.993 NOW , The age of wife (Y) = -8.8794+ 0.993 X75 65.5956 Years

2069 & N 8

Sol

Let. X = height of father

Y = height of Son

Heigh	of of	Sons	62-64	64-66	66-68	68-70	70-72	U = X-	65	V= Y-6	of
	- Vali		63.	65	g=67	69	71	(10.2	1	1	
Height Father	Mid- value (X)	V	-2	-1	0	1	2	t	fu	fu2	fuv
60-62	61	-2	4	4	_	1 -2	3	7	-14	28	-6
62-64	63	1-	1	2	2	2	1 -2	4	-4	4	-3
64-66	4=65	0	0	3	0	0	28-1	8	0	0	0
66-68	67	-1	2	1 -1	0	100	2	3	3	3	-1
68-40	69	2	1-4	2		-	7, 1	3	6	12	-8
		t	4	9	3	4	5.	N=25	≥f∪ =-9	≤fU <sup>2</sup> = 47	=-16 Efuv
		fv	-8	-9	0	4	70	fv=-3	17		1
		fv2	16	9	0	.4	20	fv2=49	/	_	
		fuv	0	0	0	-4	-12	tnn=-10	< 1	14.	

spots for singlety for the et-

# The regression coefficient of Y on X is NEFUY - EFU) 2 X K 25 x 47 - (-9)2 x 2 = - 0.390 The regression coefficient of x on Y is $N \leq f \cup v - \leq f \cup s \neq v \times \frac{h}{k}$ $N \leq f \vee^2 - (\leq f \vee)^2 \times \frac{h}{k}$ 25 x 49 - (-9)x(3) = -0.351 The correlation coefficient between X and Y ± 0.370 -. r= -0.370 . There is low degree of negative Correlation between the height of fathers and sons.

#### 2076 Q.NO.18

Solo

Let. X = Motor Registration in (000 nos.)
Y = No. of tyres sold in (000 nos.)

Computation Table

Years	X	Y	×Y	X2	Υ2
1	60	68	4080	3600	4624
2	62	60	3720	3844	3600
3	65	62	4030	4 225	3844
4	70	80	5600	4900	6400
5	48	40	1920	2304	7600
6	53	52	2756	2809	2704
7	73	62	4526	5329	3844
8	65	60	3900	4 225	3600
9	82	81	6642	6724	6561
10	72	85	6120	5184	7225
N=10	£Χ	٤Y	€XY	€ χ <sup>2</sup>	≤ γ2 =
	= 650	= 650	= 43,294	= 43,144	= 44002

#### 1. Calculation of coefficient of correlation between X and Y.

$$V = \frac{N \leq XY - \leq X \cdot \leq Y}{\left[N \leq X^2 - \left( \leq X \right)^2 \right] \sqrt{N \leq Y^2 - \left( \leq Y \right)^2}}$$

= 432940 - 422500	1 . 3	11111/	
911.5515 ¥ 130.363	114	1 1 Fig.	
- 0.83419	4 x X 1	No. of the	-
A STATE OF THE PROPERTY OF THE			
1 Since, r= 0.83419, there is high.c	legree o	+ posi-	rive
correlation between motor registrat	ion and	no. of	
tyres sold.	A Y	_ / _ :	- Trick
the second of th	9.9	35.	2 3 - 5
3 Test for significant	08	200	I FR
		3.3	5.5
PE(r) = 0.6745 x 1-r2	2	12,8	+6 *
The state of the s	31-4	17	. 3
= 0.6745 X 1- (0.83419)2		et.	93
10	al a	1913	斗粒
			- XX
= 0.0649	6.1.5		14 8
	14.	4	12 135
6 PE(r) = 6 X 0.0649 = 0.3894	Y =	3000	01:4
Commission of the same of	9-1-2 - 1	10 10 11	
Since: r= 0.83419 > 6 PE(r) = 0.3894, r	is signi	ficant.	
	0_	0.76	1-0-04
a calculation of two regression coefficient	rient	. )	
		- 3.	14
Regression coefficient of X on Y	15	1	- 4
	٨.		
bxx = NEXY - EX. EY = 10x 43291			
NEY2- (EY)2 10 X 4400;			0.5959

# Regression coefficient of Y on X is

$$b_{yx} = \frac{N \times x - \times x \cdot \times y}{N \times x^2 - (\times x)^2} = \frac{10 \times 4329 y - 650 \times 650}{10 \times 431 y y - (650)^2}$$
$$= 1.1678$$

# (S) Expected motor Registration = 92,000 (X) Number of tyres (Y) = ?

The regression equation of Y on X is

$$Y-Y = b_{yx}(x-\overline{x})$$
  
 $Y-65 = 1.1678(x-65)$ 

$$Y-65 = 1.1678X - 75.907$$
  
 $Y = -10.907 + 1.1678X$  is the required equation

#### working Notes:

#### NOW.

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Solo

Let. X = Sales Revenue (000 Rs.)
Y = Advertisement expenditures (000 Rs.)

							*			
Adverti	Exp.	5-15	15-25	25-35	35-45	U=X	U = X-150, V = Y-20			
Mid-V	ralue	(Y)	10	g=20	30	40		50		10
Sales Revenue	Mid- Value (X)	UV	-7	0	1	2	£	FU	fu2	fuv
75-125	-	-1	4	10				7 (72)	-	
, 49-123	100	-1	4	1	-		5	-5	5	4
125-175	Ad 50	0	1 - 1	0	0	0	1 1 2		1 - 1 - 1	1
7.	-	1	70	6	2	1	16	0	0	0
175-225	200	7		0	14	. 4	1			
			1 -1	3	4	2	10	10	10	7
225-275	250	2.		0	6	70			1,34	
			1 -2	1	3	4	9	18	36	20
		7	13	77	9	7	N=40	zfu	Efu2	EFUV
								= 23	= 51	= 31
		₹V .	-13	0	9	14	£ f v = 10	- 33	6.5	1
	1.0	fv2	13	0	9	28	Efv2=50	100		13.4
		fuv.	1	0	10	20	Sfuv=31		100	4

The coefficient of correlation between X and Y is
r = Nefuv - efu. efv
1 1 5 FU2 - (SfV)2 (1 1 5 FV2 - (SfV)2
40X 31 - 23X 10
2 70% 31 - 23% 10 - 2 1012 - 101 - 30 control to
$\frac{40 \times 51 - (23)^2}{\sqrt{40 \times 50 - (10)^2}}$
= 1240-230 _ 0.5961
Ob 041 V (10.588
There is a positive correlation between sales revenue and
advertisement expenditure.
Test for significance:
$PE(r) = 0.6745 \times \frac{1-r^2}{\sqrt{n}}$
The state of the s
= 0.6745 X .1 - (0.5961)2
140
= 0.06845
Now,
6 PE(r) = 6X0.06875 = 0.4125
Since. r= 0.5961 > 6PE(r)= 0.4125, it is significant.
3 .

F

## Estimation of sales Revenue: Advertisement cost (Y)= Rs. 70 (thousand) Sales Revenue (X) = ? The regression equation of X on Y is $X - \overline{X} = b_{xy} (Y - \overline{Y})$ X-178.75 = 2.658 (Y-20.5) X-178.75 = 2.658Y - 59.805 X = 178.75 - 59.805 + 2.658 Y . X= 118.945 +2.658 Y is the required equation. Working Note: NEFUV - EFU. EFV $\frac{h}{K} = \frac{40 \times 31 - 23 \times 10}{40 \times 50 - (10)^2}$ = 2.658 HOW Sale: Revenue (X) = 118.945+ 2.658X70 = 305.005 (thousands) = 305.000 X 1000 = Rs. 305,005

2074 Q.NO.19 Soj? Let. X = Advertisement Expenditure Y = Sales Advertisement Exp. 20-30 30-40 40-50 50-60 60-70 X-45, V= Y-17.5 1)= Mid value (X) 35 25 45 01 55 65 Mid--2 1 -1 2 0 value (Y) Sales fv2 f fV fov -3 -14 10-15 12.5 -70 01 10 -17 3= 0 0 0 0 15-20 17.5 0 9 0 0 3 20 0 -14 -6 0 5 20-25 22.5 1 7 6 12 30 30 30 -15 -12 -20 16 25-30 27.5 2 3 80 -16 19 40 10 160 8 f 10 40 20 Efv2 20 10 N= **Efv E**fuv 100 = 100 = 200 = -48 fu -20 -20 0 20 20 **E**fU = 0 fu2 40 20 0 20 40 Efu2 =120 .... 18 E FUV fuv -26 0 -14 -26 =-48

a series participants.

ME SHOW I HAVE THE STATE OF THE MENTERS AND

# Correlation between advertisement expenditure and sales: NEFUV - Efu. Efv NEFU2 - (Efu)2 NEFU2 - (Efv)2 -4800 109.55 X 100 -0.4381 Pest for significant: P.E. (r) = 0.6745 X = 0.6745 X 1- (-0.4381)2 1100 = 0.05450 6 PE(r) = 6x 0.05450 = 0.3270 Since. |H= 0.4381 > 6 PE(r) = 0.3270, it is significant.

#### Estimation of sales:

Advertisement Expenditure (x) = 82 crores
Sques (Y) = ?

The regression equation Y on X is

$$Y - \overline{Y} = b_{yx} (x - \overline{x})$$

.. Y = 31.5 - 0.2x is the kequired equation.

Working Notes:

$$\bar{\chi} = A + \frac{2fU}{N} \chi h = 45 + \frac{0}{100} \chi 10 = 45$$

$$Y = B + \frac{\text{EfV}}{N} \times K = 17.5 + \frac{100}{100} \times 5 = 22.5$$

$$b_{yx} = \frac{N \le f U V - \le f U \cdot \le f V}{N \le f U^2 - (\ge f U)^2} \times \frac{k}{h}$$

$$= \frac{100 \times (-48) - 0 \times 100}{100 \times 120 - (0)^2} \times \frac{5}{10} = -0.2$$

Again.
Sales (Y) = 31.5-0.2 X 82 = 15.1 (rores.

#### 2072 (ii) Q. No.19

Sol) Let.

X = Frequency of advertisement in electronic medialday
Y = Volume of sales per day.

sales per day.

							102377				-
Freque	ncy of	Aclv.(X)	0	2	A=4.	6	8	U = X-	之,	V= Y-	7.5
Sales	Mid-val	VV	-2	-1	0	1	2	f	tr	fv2	ton
	(1)	1	14	-	7				1		
0-5	2.5	-1	2	- 7	-	-	-	2	-2	2	4
	3=			0	10	0	0				
5-10	7.5	0	-	4	5	3	4	16	0	0	0
		-		113	25.11.	4	12				
10-15	12.5	1.	-	-	-	4	6	10	10	70	.16
14.			41.0	4 12	4	d Sept	8	- 1	1 :	10.7	
15-20	17.5	2	-	-		-	2	2	4	8	8
		+	2	4	5	7	12	N=	≤fv	£fu2	Efuv
			14 74	•		714	921 19	30	= 12	= 20	= 28
		fU	-4	-4	0	7	24	2fU	E 191	3	
			1 4	Sil a		Mary I.	-0.	= 23		349	
		$fV^2$	8	4	0	7	48	≤fU2		-	
1			. 7					= 67		4	
		fuv	4	0	0	4	20	efuv.	7.4		1
				1		,		= 28		7.7	
		t de				SQL IV	1) 14		11.0	4	3-10

Since, Y= 0.6863 7 6 PE(r), the relationship is significant.

- b. Since, the relationship between advertisement on electronic media and sales is positive, frequency of advertisement on electronic media should be increased to promote the sales.
- C. Estimation of sales:

The regression equation Y on X is given by

$$Y - \overline{Y} = b_{yx}(x - \overline{x})$$
  
 $Y - 9.5 = 0.952(x - 5.53)$   
 $Y = 9.5 + 0.952X - 5.26456$ 

Y= 4.23544+0.952 x is the required equation.

#### Working Notes:

$$\bar{X} = A + \underbrace{\$ f U}_{N} \times V$$

$$= 4 + \underbrace{23}_{30} \times 2$$

$$= 5.53$$

$$\overline{Y} = \frac{3+2fV}{N} \times K$$

$$= 7.5 + \frac{10}{30} \times 5$$

= 9.5

NEFUV - Efu. Efv pax =

> 30x 28 - 23x12 30x 67 - (23)2

0.952

NOW.

Sales (Y) = 4.23544 + 0.952 X7 = 10.89944 (in 000)

2068 Q. NO. 11

Solo

Given:

N=25,  $\xi x = 125$ ,  $\xi Y = 100$ ,  $\xi x^2 = 650$ ,  $\xi Y^2 = 460$   $\xi x Y = 508$ Wrong pairs of observations: (X,Y) = (6,14) and (8,6)Correct pairs of observations: (X,Y) = (8,12) and (6,8)

### a. Calculation of correct values: Correct N = 25 Correct EX = 125-6-8+8+6 = 125 Correct = Y = 100 - 14 - 6 + 12 + 8 = 100 Correct 2x2 = 650 - 62-82 + 82+62 = 650 Correct = Y2 = 460 - 142 - 62 + 122 + 82 = 436 Correct EXY = 508 - (6x14) - (8x6) + (8x12) + (6x8) = 520 b. Calculation of correct coefficient of correlation: NEXY - EX. EY NEX2 - (EX)2 NEY2 - (EY)2 25×520 - 125×100 25 X 650 - (125)2 25 X 436 - (100)2 13000 - 12500 25 X 30 = 0.667 equation of c. Calculation of 1 two lines of regression: bxy = NEXY- EX . EY = 25x 520 - 125x 100 NEY2- (EY)2 - 25x 436 - (100)2 = 0.556

```
byx = NEXY- EX. EY
                  25×520 - 125×100
                                    = 0.8
                   25 X 650 - (125)2
 The regression equation X on Y is
        X- X = bxy (Y-Y)
         X-5 = 0.556 (Y-4)
         X-5 = 0.556 Y-2.224
          X = 5 + 0.556 Y - 2.224
            . X = 2.776 + 0.566Y
 The regression equation Y on X
            = byx (x-x)
          Y-4 = 0.8 (X-5)
          Y-4 = 0.8 X-4
            Y=4+0.08-4
             °. Y = 0.8X
                                    Just 1.
d. Calculation of probable error:
                        1-12
      P.E (r) = 0.6745 X
               0.6745 X 1- 0.6672
                          125
             = 0.075
     6 P.E(r) = 6x 0.075 = 0.45
Since, r= 0.667 > 6 P.E(r) = 0.45, the relationship is
                                   significant.
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#### 2073 Q.NO.18

SOIT

Let. X = Job performance Index

Y = Salary

×	Y	putation Tak	Y 2	XY
9	36	81	1296	324
7	25	49	625	742
8	33	64	1089	264
4	15	16	225	60
7	28	49	784	196
5	19	25	361	95
5	20	25	400	700
6	22	36	484	132
≤X=51	EY= 198	£ X2 = 345	242=5264	2xY=1346
				**

The regression equation Y on x is given by:

$$Y-\overline{Y} = b_{yx}(x-\overline{x})$$
  
 $Y-24.75 = 4.2138(x-6.375)$   
 $Y = 24.75 + 4.2138 x - 26.863$   
 $Y = -2.113 + 4.2138 \overline{X}$  is the regular equation

#### Working Notes:

$$\overline{X} = \frac{51}{8} = 6.375$$

$$\frac{7}{N} = \frac{57}{8} = \frac{198}{8} = 24.75$$

$$b_{yx} = \frac{N \leq x \gamma - \leq x \cdot \leq \gamma}{N \leq x^2 - (\leq x)^2} = \frac{8 \times 1346 - 51 \times 198}{8 \times 345 - (51)^2}$$
$$= \frac{10768 - 10098}{2760 - 2601}$$
$$= 4.2138$$

#### Estimation of Salary:

#### Test For significant:

The relationship between job performance index and salary is:

$$r = \frac{N \leq x - \leq x \cdot \leq Y}{N \leq x^2 - (\leq x)^2} \sqrt{N \leq Y^2 - (\leq Y)^2}$$

$$= \frac{8 \times 4346 - 51 \times 198}{\sqrt{8 \times 345 - (51)^2 \sqrt{8 \times 5264 - (198)^2}}}$$

P.E (r) = 0.6745 x 
$$1-r^2$$
 $\sqrt{n}$ 
= 0.6745 x  $1-(0.9853)^2$ 
 $\sqrt{8}$ 
= 0.0069

Since r = 0.9853 > 6.PE(r) = 0.0414, the relationship is Significant.

#### 2072 Q.NO. 19

Sola

Let. X= Promotion expenses

Y = Sales

Year	Y	phytation	X2	V2	XY
2003	16	ú	16	054	64
2004	20	4	16	400	80
2005	18	6	.36	324	108
2006	24	10 .	100	576	240
7002	20	10	100	400	200
2008	22	. 12	144	484	264
N=6	≤Y=120	EX=46	≤x2= 412	542= 2440	5XY= 956

#### a. Calculation of two regression coefficient:

#### (1) Y on X

$$b_{XX} = \frac{N \leq XY - \leq X \cdot \leq Y}{N \leq X^2 - (\leq X)^2} = \frac{6 \times 956 - 46 \times 120}{6 \times 412 - (46)^2}$$

= 0.6067

#### (ii) X on Y

$$bxy = \frac{N \xi X^2 - (\xi Y)^2 - 6 \times 956 - 46 \times 120}{6 \times 2440 - (120)^2}$$

$$= 0.90$$

1-1-1

b. Calculation of correlation coefficient between sales and promotional expenditure

= ± \0.6067 x 0.90

= + 0.7389

Since, r= 0.7389, there is high degree of positive correlation between sales and promotional expenditure.

c. Test for significance:

Vn

= 0.6745 X 1- (0.7389)2

46

= 0.1250

6 P.E(r) = 6 X 0.1250 = 0.75

Since, r is nearly equal to 6 PE(r), nothing can be concluded.

#### d. Estimation of sales:

Promotional expenses (X) = Rs.20,000 Sales (Y) = ?

The regression equation Y on X is

$$Y - \overline{Y} = b_{yx} (x - \overline{x})$$
  
 $Y - 20 = 0.6067 (x - 7.667)$   
 $Y = 20 + 0.6067 x - 4.652$ 

Y= 15.348 + 0.6067 X is the required equation.

#### Morking Note:

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$$\bar{X} = \frac{5}{N} = \frac{46}{6} = 7.667$$

$$\Upsilon = \frac{5}{N} = \frac{120}{6} = 20$$

$$\frac{6 \times 956 - 46 \times 120}{6 \times 412 - (46)^2}$$
$$= 0.6067$$

Now. Sales (Y) = 15.348 + 0.6067 x 20(000) = 27.482 (000)

e. The equation Y= 15.348+ 0.6067 x is in the form of Y= 9+6x.

9=15.348 indicates the Bales when the promotional expenses is zero.

byx = 0.6067 indicates the sate of change of sales when the unit change in the promotional expenses.

That is if the promotional expenses is increased by Rs. 1000, the Sales is increased by Rs. 60,670.

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